

What is claimed is:

CLAIMS

1. An interactive television method comprising:
receiving, via a broadcast carousel, a photo feed comprising a plurality of still video pictures;
sequentially displaying the plurality of still video pictures on a display;
enabling a first user to select at least one still video picture from the photo feed;
producing a wallet of pictures by storing the at least one selected still video picture, selected by the first user, in a memory; and
forwarding the wallet of pictures to a second user.
2. The method according to claim 1 and wherein the sequentially displaying comprises displaying the plurality of still video pictures starting from a current video picture in a display queue.
3. The method according to claim 1 or claim 2 and wherein the producing comprises producing the wallet of pictures in response to receipt of an indication of agreement to pay for the producing.
4. The method according to any of claims 1 – 3 and wherein the forwarding comprises forwarding the wallet of pictures in response to receipt of an indication of agreement to pay for the forwarding by one of the following: the first user; and the second user.
5. The method according to any of claims 1 – 4 and wherein the photo feed comprises at least one targeted advertisement for at least one of the following: the first user; and the second user.

6. The method according to any of claims 1 – 4 and wherein every one of a predetermined number of still video pictures in the photo feed comprises an advertisement.
7. The method according to claim 6 and wherein the advertisement is targeted for at least one of the following: the first user; and the second user.
8. The method according to any of claims 1 – 7 and also comprising using a web-interface for storing the wallet content in a large-capacity external memory.
9. The method according to claim 8 and wherein the large-capacity external memory comprises a web-wallet.
10. The method according to any of claims 1 – 9 and wherein the receiving comprises tuning to a channel comprising the photo feed, and the producing comprises producing the wallet of pictures for as long as the channel is not changed.
11. A Set-top Box (STB) in an interactive television system, the STB comprising:
 - a receiving unit receiving, via a broadcast carousel, a photo feed comprising a plurality of still video pictures, and sequentially displaying the plurality of still video pictures on a display;
 - a memory;
 - a processor enabling a first user to select at least one still video picture from the photo feed, and producing a wallet of pictures by storing the at least one selected still video picture, selected by the first user, in the memory; and
 - a transmitting unit forwarding the wallet of pictures to a second user.

12. The STB according to claim 11 and wherein the receiving unit sequentially displays the plurality of still video pictures on the display starting from a current video picture in a display queue.
13. The STB according to claim 11 or claim 12 and wherein the processor produces the wallet of pictures in response to receipt of an indication of agreement to pay for the producing.
14. The STB according to any of claims 11 – 13 and wherein the transmitting unit forwards the wallet of pictures in response to receipt of an indication of agreement to pay for the forwarding by one of the following: the first user; and the second user.
15. The STB according to any of claims 11 – 14 and wherein the photo feed comprises at least one targeted advertisement for at least one of the following: the first user; and the second user.
16. The STB according to any of claims 11 – 14 and wherein every one of a predetermined number of still video pictures in the photo feed comprises an advertisement.
17. The STB according to claim 16 and wherein the advertisement is targeted for at least one of the following: the first user; and the second user.
18. The STB according to any of claims 11 – 17 and also comprising a web-interface for enabling storage of the wallet content in a large-capacity external memory.
19. The STB according to claim 18 and wherein the large-capacity external memory comprises a web-wallet.

20. The STB according to any of claims 11 – 19 and wherein the receiving unit also tunes to a channel comprising the photo feed, and the processor produces the wallet of pictures for as long as the channel is not changed.